**#UDontGetIt Campaign Overview**

**THE PURPOSE OF THIS ADOLECENT IMMUNIZATION PROMOTION**

The purpose of this promotion is to increase the overall number of adolescents obtaining immunizations throughout Pennsylvania, with a special focus on adolescents who are in high risk, racial, ethnic and geographical health disparity populations, as well as those who do not have health care coverage that includes immunizations.

**TARGET POPULATION FOR OUR PROMOTION**

* Adolescent/Minority/Disparity persons age 11-18 years of age.
* Adolescent individuals, who are at risk populations due to low income or chronic illness.
* High Schools (Phase I) and Middle Schools (Phase II) within all Pennsylvania counties (except Philadelphia County).

**CAMPAIGN THEME**

The campaign theme **“#UDontGetIt”** isa phrase often used between teens and their peers as well as teens and their parents. This “play on words” theme is designed to call attention to our important educational message – “You just don’t get it” – that vaccines are very important for all adolescents. This theme will be used throughout the campaign, tying all the elements together to create a greater impact and be a source for education and discussion.

**OUTREACH METHODS**

Promotional plans include:

1. Educating teens and their parents, along with those who influence teens, regarding the importance of getting immunized.
2. Communicate with teens in a way that resonates with them and moves them to take action.
3. Provide materials and resources that can be used indefinitely to promote adolescent immunizations.
4. Use vehicles that reach adolescents - including social online messaging that is mobile-friendly.

**EXPECTED OUTCOMES & MEASUREMENTS**

PAIC and all participating local coalitions believe that its strategic approach to sharing information about the importance of adolescent immunizations will achieve both tangible and quantifiable outcomes, as well as qualitative outcomes that are often difficult to measure. These measurements will assist the PAIC and all partnering coalitions to better achieve its mission of building awareness of and increasing adolescent immunization rates across the Commonwealth.

**SUMMARY OF EXPECTED QUALITATIVE OUTCOMES**

* Healthier adolescents in Pennsylvania
* Parents engaged in scheduling immunizations and advocating for adolescent immunizations
* Greater statewide awareness regarding the importance of adolescent immunizations
* Adolescents becoming more involved in decisions regarding their health and requesting and seeking out immunizations.